

THE 5 BIGGEST LEAD GENERATION MISTAKES FOR HEALTHCARE PROVIDERS



Lis Digital Marketing

www.walterlis.com

708-586-9754

walter@walterlis.com

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Like never before, the information economy has brought power to the consumer. They can turn to their smartphone, computer, or a countless number of digitally connected resources to instantly get information on what they're trying to buy, fix, or accomplish.

Because of this, attracting new potential clients online has become imperative for healthcare providers. Here are five of the biggest mistakes healthcare providers need avoid in their lead generation efforts.

1. They Don't Have A Plan



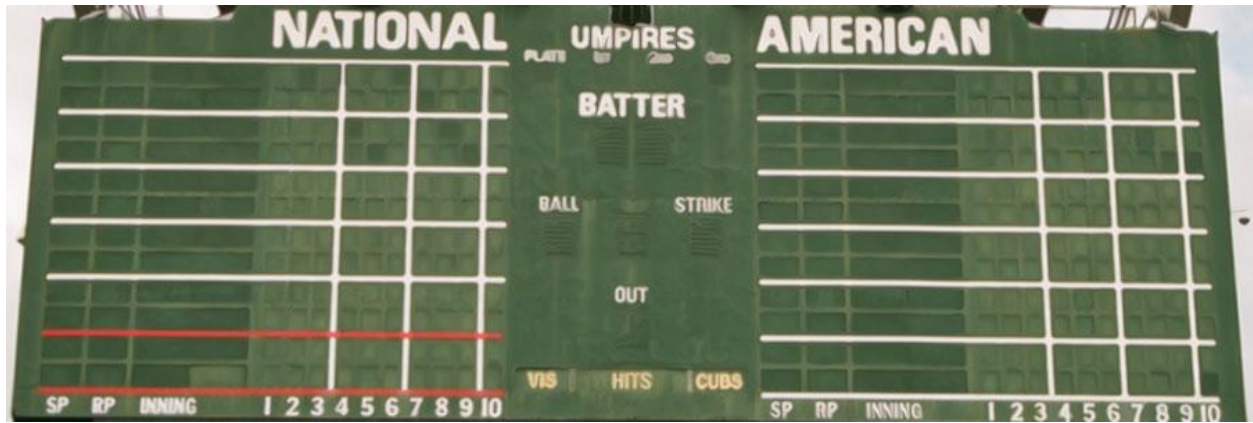
In order to have an effective lead generation program in place, you'll be balancing your digital marketing strategy that includes SEO, content marketing, social media, email marketing, analytics and maybe even paid advertising. Managing all these diverse interests requires a solid plan to make sure that everything works together.

Your customer sees your company as a single entity, not the diverse collection of marketing initiatives that you have to manage. Therefore, it's essential to have a solid plan in place so that your customer message is clear and consistent.

In addition, having a plan gives you a road map to follow when something unexpected happens – which often seems to happen. You wouldn't build a building without blueprints, nor should you run your digital marketing lead generation with exact specifications on what happens next.

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2. They Don't Keep Score

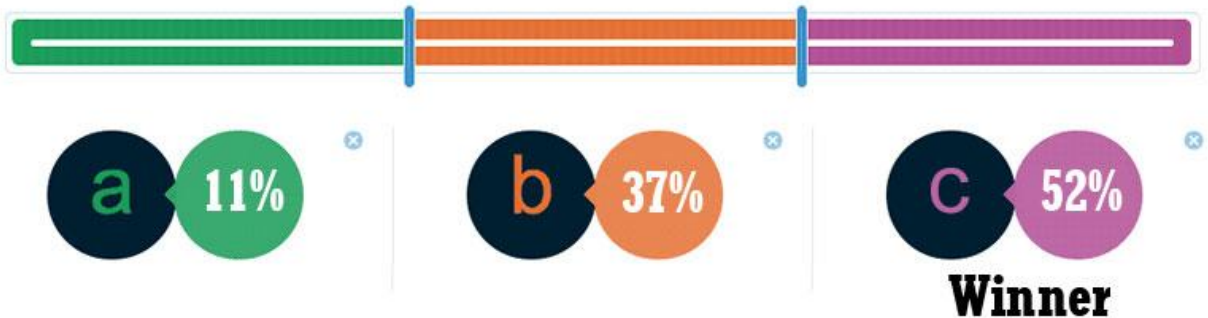


One of the biggest strengths of digital marketing is the ability to see what works and what doesn't via analytics. Many healthcare providers fail to introduce a system to track and analyze the results of their digital marketing, costing themselves the ability to learn from their mistakes... and their success.

Creating a simple dashboard to track results takes a small amount of time and effort, but can provide your entire organization an effective tool that can keep everyone in sync. It's this type of small investment up front that will help guide your strategy and make the best use of your resources.

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3. They Don't Test or Optimize



Analytics allow for the most powerful tool digital marketing provides – optimization. Top healthcare marketers make a living split testing nearly everything they can, helping to continually improve their conversation rates. They'll split test each element of their website, their email subject lines, their paid advertising campaigns and even their social media campaigns.

The ability to optimize is another benefit of the real-time data and information available online. Proactively using the feedback from search engines and consumers can allow a healthcare provider the opportunity to maximize the bang for the buck they receive with their marketing investment.

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4. All The Parts Don't Fit Together



I consistently hear from healthcare providers venting their frustration about the poor results they've received after trying a paid advertising campaign or social media campaign or a specific piece of content marketing. The missing element that I eventually help them understand is that without a solid foundation that allows each element to enhance its strength, you'll nearly always struggle to reach expectations.

As I mentioned earlier, a customer sees your organization as a single entity. If you were dealing a customer in the real world, you would be there to provide support and expertise each step of the buying cycle. The same has to be true in the digital world.

When a healthcare provider purchases paid advertising and sends that traffic to their home page, they're being negligent with the support of their customer. They need to address the exact information contained in the ad that the customer clicked on.

All the components of your digital marketing have to work together – paid advertising, SEO, content marketing, social media and email marketing. Trying one thing at a time without having cohesion between all the other digital marketing components will mean a less than optimized customer experience.

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5. They Try To Do Too Much



If you haven't recognized already, there's a lot that goes into a successful digital marketing program. Healthcare providers have to recognize their resource limitations and plan according. The resource limitations nearly all providers face are talent and budget.

You have to identify whether you have the current or potential talent in house to manage each of the various digital marketing components - paid advertising, SEO, analytics, content marketing, social media and email marketing. Even top level digital marketing experts understand that they can't be experts in each area, so they'll often work with others to help manage their plans.

This is especially true for healthcare providers, who need to provide reliable, accurate and relevant information to current and potential clients. All of this information also has to fit within the regulatory guidelines.

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Summary

Digital marketing offers healthcare providers a tremendous opportunity for a consistent flow of new leads, but it's essential to plan your strategy from the beginning to steer clear of the avoidable pitfalls. With nearly 80% of all purchase decisions beginning online, healthcare providers can't afford to miss out on the flow of potential clients that need their assistance.

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